

Jackson Hole Travel and Tourism Joint Powers Board  
Continuation Meeting Minutes from 2/14/13 meeting  
February 21, 2013

A continuation of the February 14<sup>th</sup> meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on February 21<sup>st</sup>, 2013 at 4:00 p.m. at the Town Council Chambers, 40 E. Pearl Street, Jackson, WY.

**Call to Order/Pronouncement of Quorum**

Meeting was called to order at 4:00 by Chairman Price. A quorum was present with Chip Carey, Aaron Pruzan, Ponteir Sackrey and Candra Day. Mike Geraci and Bruce Grosbety were absent.

Public Comment: Chairman Price asked for public comment, there was none;

**October Event Approve Candidate and review Contract:**

Chairman Price asked to start off with a review of the process in obtaining the final candidates. Ms. Sackrey took the board through the methodical process used to review the seven applicants, and narrow it down to three. She explained the scoring system, the review of qualifications and conversations with others in the industry. Mr. Pruzan discussed the interview process in which the three that made it to the interview round were all very passionate, and that is was a difficult decision, but that Mr. Beckwith had the edge as his idea of the event was more developed and his experience with start-up companies superior.

A question was asked about their visions and how the event would differ among the three. Ms. Day remarked that Mr. Beckwith had a more specific idea of how the event would look with partnerships and his vision of the event was multi-faceted with more entertainment value and fun. Mr. Carey asked if Mr. Beckwith had any experience of this sort of scale. Mr. Pruzan indicated that yes, with his Alpinist festival, Outerlocal summer games and launch of The Alpinist magazine. Ms. Day added that he also was instrumental in the Teton Boulder park and Ms. Sackrey added that he has the writing skills, project management skills, fundraising skills PR/marketing and community connections to work on such an event. A motion was made to offer the contract to Mr. Beckwith, seconded, approved 5 for, 0 against, two absent.

Discussion turned to the review of the contract Mr. Beckwith and how to proceed. It was discussed that the budget for this event has been established but should be detailed with the Special Events subcommittee and board after the contract is agreed upon. Mr. Carey expressed concerns about this as they are not an operational board. Ms. Day suggested that it should be modeled on the relationship with Cactus and no different. Mr. Carey differed in that Cactus's role is marketing and advertising and that the board is viewed as an advertising/marketing board, not an events board. Mr. Pruzan added that this is a multi-faceted approach to achieving the same ends and that a successful event is targeted, enriching and could be a win/win. Ms. Day indicated that the function of the TTB is to promote tourism in a variety of ways, and events are one way. Other competing communities have very robust events. Ms. Day made it clear that the Board would not count on revenue that doesn't exist, (no projected revenues). Only count on approved, committed funds by the board. Mr. Foster suggested that the contract gets put in place with Mr. Beckwith and then the details of the event are refined and approved by the board.

It was suggested that all questions regarding the contract be directed to Attorney Hultman who will integrate comments, draft a contract for feedback, review with Attorney Gingery and present a final that the board can approve at next meeting. Mr. Foster agreed to work on scope of work with Attorney Gingery and Ms. Day agreed to send samples of various scope of work details based on other event contracts.

A motion was made by Ms. Day to authorize the County Attorney to enter into negotiations with Mr. Beckwith and address; termination clause, scope of work, ownership of events, sponsorships, non-compete clause and IRS issues and any other issues that members of the board have. Seconded by Ms. Sackrey, Mr. Hultman asked if other terms were OK. Chairman Price asked that the terms match the boards fiscal year. Motion passed 4 in favor, 1 opposed.

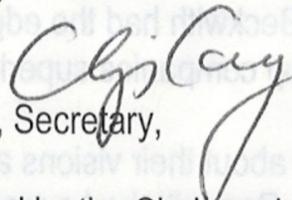
A motion was made to adjourn meeting, seconded, meeting adjourned, 5:01 p.m.

Adjourned

Respectfully Submitted:

Chip Carey, Secretary,

Date

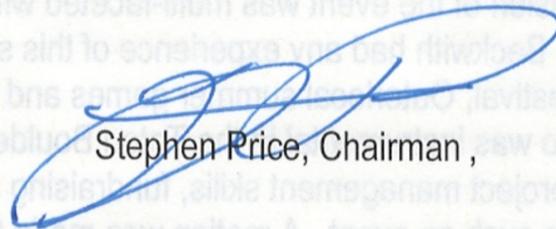
 3/14/13

Approved by the Board on March 14th, 2013 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

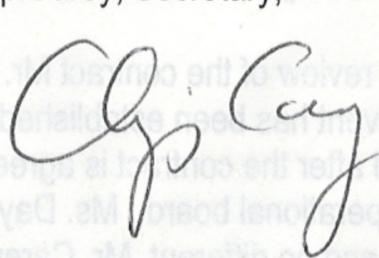
Stephen Price, Chairman,

Date

 3/14/13

Chip Carey, Secretary,

Date

 3/14/13